

**WHAT IS CLAIMED IS:**

- 1     1.     A method executed over a distributed computer network comprising:  
2                 scheduling at a server device a network-based media event; and  
3                 sending a client device a message inviting an attendee to attend the network-  
4                 based media event.
- 1     2.     The method of claim 1 wherein scheduling a media event includes defining a  
2     broadcast time, a broadcast date, and a broadcast type for the media event.
- 1     3.     The method of claim 1 wherein scheduling a media event includes defining one or  
2     more options for the media event.
- 1     4.     The method of claim 3 wherein the options are chosen from the group consisting of  
2     an interactive poll, and a slideshow presentation.
- 1     5.     The method of claim 1 wherein scheduling a media event includes uploading a  
2     slideshow presentation.
- 1     6.     The method of claim 5 wherein scheduling a media event further includes converting  
2     one or more slides of the slideshow presentation into a standard image file format.
- 1     7.     The method of claim 1 wherein scheduling a media event includes configuring an  
2     interactive poll.
- 1     8.     The method of claim 1 wherein scheduling a media event includes specifying one or  
2     more attendees.
- 1     9.     The method of claim 1 further comprising:  
2                 registering an attendee for the network-based media event.
- 1     10.    The method of claim 9 wherein registering an attendee includes assigning a password  
2     to an attendee.

- 1 11. The method of claim 9 wherein registering an attendee includes collecting  
2 information from an attendee.
- 1 12. The method of claim 9 wherein registering an attendee includes transferring an applet  
2 to the computer of the attendee.
- 1 13. The method of claim 1 further comprising:  
2 reminding an attendee to attend the network-based media event.
- 1 14. The method of claim 1 further comprising:  
2 executing the network-based media event.
- 1 15. The method of claim 14 wherein executing the media event includes launching a  
2 browser on an attendee computer at a predefined time.
- 1 16. The method of claim 15 wherein an applet resident on the attendee computer launches  
2 the browser at a predefined time.
- 1 17. The method of claim 14 wherein executing the media event includes establishing a  
2 connection between an attendee computer and a remote server.
- 1 18. The method of claim 17 wherein executing the media event further includes  
2 accessing, with a browser, a data stream broadcast by the remote server.
- 1 19. The method of claim 18 wherein the data stream is an encoded data stream and  
2 executing the media event further includes decoding the encoded data stream.
- 1 20. The method of claim 14 wherein executing the media event includes establishing a  
2 connection between a host device and a remote server.
- 1 21. The method of claim 14 wherein executing the media event includes broadcasting a  
2 data stream from a remote server to one or more attendee computers.
- 1 22. The method of claim 21 wherein executing the media event further includes  
2 embedding a file representative of a slideshow slide into the data stream.

1 23. The method of claim 21 wherein executing the media event further includes  
2 embedding a file representative of an opinion poll into the data stream.

1 24. The method of claim 23 wherein executing the media event further includes  
2 transmitting, from an attendee computer to the remote server, poll data representative of an  
3 attendee response to the opinion poll.

1 25. The method of claim 24 wherein executing the media event further includes storing  
2 the poll data on the remote server.

1 26. The method of claim 21 wherein executing the media event further includes encoding  
2 the data stream prior to broadcasting the data stream.

1 27. A computer program product residing on a computer readable medium having a  
2 plurality of instructions stored thereon which, when executed by the processor, cause that  
3 processor to:

4 schedule a network-based media event; and

5 invite an attendee to attend the network-based media event.

1 28. The computer program product of claim 27 wherein the instructions for scheduling a  
2 media event include instructions for defining a broadcast time, a broadcast date, and a  
3 broadcast type for the media event.

1 29. The computer program product of claim 27 wherein the instructions for scheduling a  
2 media event include instructions for defining one or more options for the media event.

1 30. The computer program product of claim 29 wherein the options are chosen from the  
2 group consisting of an interactive poll, and a slideshow presentation.

1 31. The computer program product of claim 27 wherein the instructions for scheduling a  
2 media event include instructions for uploading a slideshow presentation.

1 32. The computer program product of claim 31 wherein the instructions for scheduling a  
2 media event include instructions for converting one or more slides of the slideshow  
3 presentation into a standard image file format.

1 33. The computer program product of claim 27 wherein the instructions for scheduling a  
2 media event include instructions for configuring an interactive poll.

1 34. The computer program product of claim 27 wherein the instructions for scheduling a  
2 media event include instructions for specifying one or more attendees.

1 35. The computer program product of claim 27 further comprising instructions for:  
2 registering an attendee for the network-based media event.

1 36. The computer program product of claim 35 wherein the instructions for registering an  
2 attendee include instructions for assigning a password to an attendee.

1 37. The computer program product of claim 35 wherein the instructions for registering an  
2 attendee include instructions for collecting information from an attendee.

1 38. The computer program product of claim 35 wherein the instructions for registering an  
2 attendee include instructions for transferring an applet to the computer of the attendee.

1 39. The computer program product of claim 27 further comprising instructions for:  
2 reminding an attendee to attend the network-based media event.

1 40. The computer program product of claim 27 further comprising instructions for:  
2 executing the network-based media event.

1 41. The computer program product of claim 40 wherein the instructions for executing the  
2 network-based media event include instructions for launching a browser on an attendee  
3 computer at a predefined time.

1 42. The computer program product of claim 41 wherein an applet resident on the attendee  
2 computer launches the browser at a predefined time.

1 43. The computer program product of claim 40 wherein the instructions for executing the  
2 network-based media event include instructions for establishing a connection between an  
3 attendee computer and a remote server.

1 44. The computer program product of claim 43 wherein the instructions for executing the  
2 network-based media event include instructions for accessing, with a browser, a data stream  
3 broadcast by the remote server.

1 45. The computer program product of claim 44 wherein the data stream is an encoded data  
2 stream and the instructions for executing the network-based media event include instructions  
3 for decoding the encoded data stream.

1 46. The computer program product of claim 40 wherein the instructions for executing the  
2 network-based media event include instructions for establishing a connection between a host  
3 device and a remote server.

1 47. The computer program product of claim 40 wherein the instructions for executing the  
2 network-based media event include instructions for broadcasting a data stream from a remote  
3 server to one or more attendee computers.

1 48. The computer program product of claim 47 wherein the instructions for executing the  
2 network-based media event include instructions for embedding a file representative of a  
3 slideshow slide into the data stream.

1 49. The computer program product of claim 47 wherein the instructions for executing the  
2 network-based media event include instructions for embedding a file representative of an  
3 opinion poll into the data stream.

1 50. The computer program product of claim 49 wherein the instructions for executing the  
2 network-based media event include instructions for transmitting, from an attendee computer  
3 to the remote server, poll data representative of an attendee response to the opinion poll.

1 51. The computer program product of claim 50 wherein the instructions for executing the  
2 network-based media event include instructions for storing the poll data on the remote server.

- 1 52. The computer program product of claim 47 wherein the instructions for executing the
- 2 network-based media event include instructions for encoding the data stream prior to
- 3 broadcasting the data stream.